

PIC Board Meeting
11.14.2017 TCED Conference Room

Welcome and Introductions: Belkys and Tom on the phone. Steve Chun attended the meeting he is a producer and does digital marketing.

Approve Summary of Actions from 10.10.2017 PIC meeting: Ellen and Sale approve

Production Incentive Update: Successful rollout of the industry event at The Temple House. Great feedback from the approximately 200 attendees about understanding what has changed. \$100,000.00 has been allocated but waiting on VCA and GMCVB for possibly more money.

What will be the criteria for the roll-out of the incentive? We should be neutral (politics, religion, etc.) but promote Miami Beach. This can be at the discretion of committee (hopefully PIC) and there is subjectivity allowed.

Do we want to do two \$25,000 grants or five \$5,000 grants? Quarterly approvals? Yearly? Bi-yearly? Should we have different tiers like the VCA? It would be good to have different levels.

Should we have a level for productions that have been successful and are coming back?

Should we give to student filmmakers? Maybe a scholarship for emerging filmmakers?

This must be a reimbursement process as opposed to a grant, otherwise or shows can “go away” and take the money. We have to be responsible with public funding. We need an online application form.

Experience is more important to student film makers than money. Is there a way for productions that receive grants to give back by taking on student filmmakers?

We can pick the good criteria from the VCA grant process, and other such models for various other organizations locally or elsewhere as a guide to address the above mentioned questions.

Maybe the City should do a proclamation for Snoop, Matthey McConaughey, and/or Director Harmony Korine.

Outreach to industry as a follow up of the event – The City should start a Constant Contact list for outreach to industry.

Monthly newsletter – Can have a recap of the industry event; give information about how to apply for incentive, information about Art Basel. We can include a Map/info graphic with changes to the transportation plan because of convention center construction.

Give access to image gallery to Ellen Marchman. 1st newsletter can go out right after Thanksgiving.

Digital/ Film finance subcommittee report – Bucky Isaacson, hedge fund manager. Maybe Steve can meet with him? Bucky has graciously offered to give us a full page ad.

New Business – Potential very large music video shoot in December. A Martin Scorsese movie is doing B unit exteriors in January.

Public Comments - Because of the new proposed event space where the convention center parking lot used to be, the City has been re-evaluating square footage fees and how many days an event can be at a site and there for restricting access to the site to the general public.

If there are any changes current yearly events will be grandfathered in.

Ask the City Clerk as to when all the appointments expire.

Adjournment